

THE DEVELOPMENT OF AN INFORMATION SHARING LINKAGE SCALE FOR SERVICE SECTOR

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ABSTRACT

This study was done to evaluate the validity of an information sharing linkage scale which will be used for small and medium enterprises (SMEs) in service sector. Content validity is evaluated by six experts in the field and quantified as content validity index (CVI). Content validity assessment is inclusive of four rating criteria which are relevance, clarity, simplicity and ambiguity. All items that fulfil the criteria of content validity index which is at least 0.75 are usable for research instrument. The final version of linkages was improvised in 35 items with 3 factors for information sharing linkage i.e. customer linkage, supplier linkage, and internal linkage; 2 factors for firm performance i.e. operational performance and financial performance.

Keywords: Content Validity Index; Information Sharing Linkage; Operational Performance; Financial Performance; Service Sector.

1. INTRODUCTION

Linkage is a business practice that enables the organization to complete the business activities and excel in business transactions (Samiee, Yip, & Luk, 2004). Looking at supply chain linkages from information gaining perspective, three types of linkages could be identified: internal linkage (Lee, Kwon, & Severance, 2007), supplier linkage (Ibrahim & Ogunyemi, 2012; Lee et al., 2007) and customer linkage (Ibrahim & Ogunyemi, 2012; Lee et al., 2007). These three linkages are obtained from studies on manufacturing sector. Unlike the previous studies, this paper is focusing on information linkage on service sector. The different nature of service-based businesses which offers intangible value to customers compared to the manufacturing-based which is more tangible requires an investigation on information linkages in service sector which is logically to be different from the manufacturing side. Hence, this results in the need to modify the previous measurement scale; which is in this context was adapted from Ibrahim and Ogunyemi (2012) and Lee et al. (2007) to fit with the focus of this study. This is in accord to Rungtusanatham (1998) that content validity needs to be assessed as the prior empirical studies are not sufficient to conclude the content validity (Rungtusanatham, 1998).

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